### **Historic, Archive Document**

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I DON'T HAVE ANY BRIDAL BOU-QUETS MADE UP -- PERHAPS YOU COULD USE THIS FUNERAL SPRAY A JAN 131944



### SELECTED PROFIT BUILDERS

GERBERA HYBRIDS	- Two-year plants - Big Flower types - Rich Colors Per 100
GRAPE IVY (Vitis Rhombifolia)	- 2-1/2" pots - Per 100 \$9
EUPHORBIA SPLENDENS	- 2-1/2" pot size Per 100 \$16
ARDISIA CRENULATA	- 2" pot size, 5 to 8 leaves Per 100 \$10
PHOENIX ROEBELINII PALMS	- 3" potsize, 10 to 15" tall Per 100
DRACAENA GODSEFFIANA	- Beautiful variegated, out of 2-1/2" pots Per 100 \$20
POINSETTIAS	- Beautiful 3" pot size plants, Henrietta Ecke variety. Available for shipment only in December, 1943. Per 100 \$30

### PLANT COMBINATION

Three assorted plants, established in a 3" pot, consisting of Philodendron, Nephthytis, and Chinese Evergreen. We vary the plants in this combination from time to time throughout the year.

Per 100 ..... \$16





### HYDRANGEAS

Hydrangeas, Potted. 3" pot size, with one large 4" developed bloom. Ready for shipment ten days before Easter and Mother's Day. Orders booked now for future delivery. Shipped in units of 50 per box. Per 100 ...... \$30

JOHN'S, APOPKA, FLORIDA - JOHN'S, APOPKA, FLORIDA

### FERNS BOSTON

### FREE

with each order for FERNS

CULTURAL DIRECTIONS

by ALEX LAURIE

of

Ohio State University

FERNS - Boston, Compacta, Whitmani, Springfieldi, Asparagus Plumosus, Scotti, Roosevelt, and Asparagus Sprengerii....plants with good root system and color.

Per 100

23" ---- \$6 4" ---- \$10

## SANSEVIERIAS

Wide-Leaved, Well-Colored, Shapely Plants

- S. LAURENTI 2 leaves 15"-18" tall - 100 for \$8
- S. LAURENTI 3 leaves 22" tall 100 for \$12
- S. LAURENTI 4"-8" tall 100 for \$12. (Rosette)
- SPECIAL! S. LAURENTI 3, 4 and 5 leaves - 12"-20" tall - 100 for \$12.....SPECIAL
- NEW SANSEVIERIA HAHNII- (patented) Beautiful rosette, 3" pot size
- 100 for \$20. S. ZEYLANICA - Clean stock - 3 and 4 leaves - 4"-6" tall -

plants, 5" in diameter.

100 for \$8



S. LAURENTI

Special

S. HAHNII (Patented)



Rosette



S. ZEYLANICA

2 Leaves

## JOHN'S, APOPKA, FLORIDA - JOHN'S, APOPKA, FLORIDA - JOH CHINESE EVERGREENS

## AGLAONEMA MODESTUM

### First choice for modernistic interiors

either in pot or growing in water. 4"-5" plants: 2-3 leaves - bare rooted 100 for \$7

4"-5" plants: 2-3 leaves in 2" pots --100 for \$8 5"-8" plants: 4-5 leaves: 100 for \$16

8"-12" plants: 5-6 leaves: 100 for \$20 12"-15" plants; 8 or more: 100 for \$35



## IVY

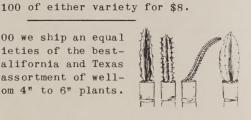
Beautiful, clean, pot grown plants.

2" pot size plants ---- \$8 per 100 3" pot size plants ---- \$16 per 100



AGAVE DECEPENS - 4 to 7 leaves; 3" to 5" tall. AGAVE SISLANA - 4 to 5 leaves; 5" to 6" tall.

quantity of six varieties of the bestgrowing Florida, California and Texas Cactus. A selected assortment of wellrooted cuttings from 4" to 6" plants.





CRYPTANTHUS ROSEA PICTA - Strikingly variegated plants, 5"-8" spread -100 for \$12.

SAINTPAULIA VIOLET. "Blue Boy", and choice of other new, proven varieties, out of  $2\frac{1}{2}$ " pots. 100 for \$16.





### KALANCHOE (Tom Thumb)

Choice, bushy plants. They are shipped in bud and bloom from December through March. In 22" pots. Per 100 - \$16

JOHN'S, APOPKA, FLORIDA - JOHN'S, APOPKA, FLORIDA - JOH

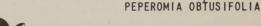
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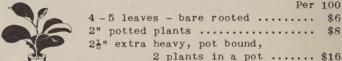
### NEPHTHYTIS LIBERICA

Per 100 4 leaves - bare rooted ..... 2" potted plants ..... \$8

23" extra heavy, pot bound, 2 plants in a pot ..... \$16 NEPHTHYTIS PICTURATA

3-4 leaves, 2" pots (variegated) .. \$12





### PHILODENDRON CORDATUM

Per 100 3-4 leaves, bare rooted ...... \$6 2" potted plants ..... \$8 25" extra heavy, pot bound, 2 plants in a pot ..... \$16



## POTHOS AUREA

4-5 leaves, bare rooted ...... 2" potted plants ..... 21 extra heavy, pot bound, 2 plants in a pot ..... \$16

### DOUBLE RUFFLE PETUNIAS

These plants in 3" pots are from extra choice seed, furnished by George J. Ball. Out of 3" clay pots, shipped in paper pots. Bushy plants, 7-12" tall, available after January 1st, and shipped in bud and bloom from March 1st on; flowers exquisitely ruffled and fringed.



\$6

### AZALEAS



Evergreen Azaleas. of the Kurume type. They are grown in 3" pots. and shipped in paper pots. ex-cellent root system, just right for forcing

3" pots - 5" to 6" spread 3" pots - 5" to 6" spread 3" pots - 5" to 6" spread \$20 \$20 CHRISTMAS CHEER 3" pots - 5" to 6" spread MACRANTHA 3" pots - 5" to 6" spread 3" pots - 5" to 6" spread 5" pots - 3 year plants, \$20 HFXF heavy 8" spread \$35 APOPKA, FLORIDA - JOHN'S, APOPKA, FLORIDA - JOHN'S.

# LADIUMS

## Finest Fancy-Leaved Varieties

- 1. THOMAS TOMLINSON. Leaf blood red with narrow green border. DR. THEO. L. MEAD. Deep saturated red with 2.
- velvety black sheen over entire leaf. SUNSET. Clear, transparent crimson,
- 3. blotched with green.
- TOCANTINS. Clear transparent rose splashed with green. 5. CHARMISSO. (Richard F. Deckart). Deep rose
- center with red veins and dark green border. MRS. EDITH MEAD. Snow-white leaf, dark B.
- MRS. EDITH MEAD. green ribs.
- GERTRUDE HOLLICK. Rose leaf, shading to 7. white. Green ribs and irregular green border.
- TABATINGA. Entire leaf ivory white. 8. Dwarf grower. Very fine.
- 9. PUTAMOYA. Pale rose, with deep crimson center, green veins and spots of crimson red.
- 10. MRS. W. B. HALDEMAN. Transparent rose leaf, pea green
- veins and narrow dark green border. 11. LORD DERBY. Beautiful rose leaf with dark green veins and ribs.
- TRIOMPHE de L'EXPOSITION. Velvety red center, shading to a green border and red ribs. 12. 13. RIO de JANEIRO. Beautiful transparent rose with darker
- ribs. Green spots and splashes on leaf. FANNY S. MUNSON. Entire leaf rose pink with lilac cast.
- 14.
- 15. RECONCAVO. Rose center, carmine ribs on dark green leaf. 16. JOHN HACHMEISTER. Dark dull transparent red, darker ribs.
- 17. JOHN PEED. Brilliant red leaf, dark green border.
- 18.
- SORACABA. Pale rose to white, deep green ribs and veins. MAURICE de NASSAU. Very transparent, deep rose, white 19. ribs.
- Snow white leaf with dark green ribs. 20. CANDIDUM.
- D. M. COOK. Rumpled leaf with plum center and spotted 21. deep red.
- DR. VILHENE. Transparent pale rose center with darker ribs, green border. 22.

### GUARANTEED TRUE TO NAME

All bulbs are from 1-1/4 to 2-1/2 inches in diameter.... with bulblets attached. Absolutely clean. Finest Standard Named Varieties..... Per Hundred..... \$12 Finest Mixed Varieties. Per Hundred.....

ORDER BY NUMBER



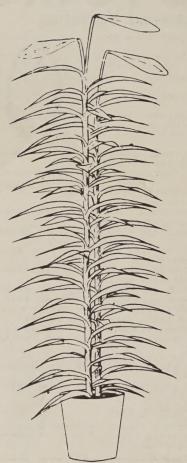
### CALADIUM PLANTS

3" pot size Caladiums, 8 to 10" tall, 5 to 8 leaves -These come in assorted colors, though we especially grow only those that show character, in this small, bushy size.

Per 100..... \$16

APOPKA, FLORIDA - JOHN'S, APOPKA, FLORIDA - JOHN'S,

### EASTER LILIES



These particular Easter Lily plants are shipped pot bound, out of 3" and 4" pots. They have such a wonderful root system that it is important that you immediately transplant them, on arrival, to 5" and 6" pots.

These plants are available from December 1st on.

Frankly, we have been working on this idea for many years, and we have been improving it right along. Only occasionally do we have trouble and we can tell you that we have scores of letters from florists, indicating how happy they are with this way of growing Lilies. In a word, they are pot grown, but grown out-doors -cool grown -- which makes a stronger and better plant.

When we ship the plants they are from 5 to 8 inches tall above the pot, and by the way, they are all shipped in paper pots, to make the express charges lower. You can grow these cool, and make them for Easter.

Please do send your order in early.

3" pot size plants - per 100 ..... \$24

### GARDENIA VEITCHI



### FICUS ELASTICA

Your customers will like these clean, moss-rooted Rubber Plants, having 6 to 8 leaves.

Per 100 ..... \$20



### CROTONS

3" pot size Crotons, with a vigorous root system -- nice bushy plants 10 to 15" tall, assorted.

Per 100 ..... \$20

\$20

### HYBRID AMARYLLIS BULBS Size by Diameter

Selected: Assorted Colors 2-1/4" bulbs Per  $100 \cdots $10 \\ 2-1/2$ " bulbs \$12

### SPECIFIC COLORS\* BLOOMING SIZE

Per 100
Solid Red \$40
Red with White \$40
White with Red \$40
Striped \$40



3" bulbs

### **EUONYMOUS**

### GLORIOSA ROTHSCHILDIANA (Tubers)

Produce Orchid-like Scarlet flowers. Buy these for something really new. Per 100 tubers......\$25

### Health - Full Crates of Florida Citrus



Located as we are in the Orange Belt, every year scores write us to help them get a selected box of Citrus. So we have made arrangements with a reliable grower, who makes a specialty of shipping hand-selected fruit. Shipped from December to May.

SUPER DeLUKE CRATE #25
Choice sweet oranges and juicy grapefruit, each picked at its prime, in the sunny groves of Florida... all chosen to please you. Tucked in the crate are two pounds largest pecans... two pound size marmalades... one pound crystallized fruit one pound pecan candy... one jumbo size dozen creole pralines... one pound spiced pecans... one dollar size orange blossom perfume. Fresh green sprays of Kumquats fill all the crevices of this DeLuxe Crate of Florida Citrus.

DeLUXE SPECIAL CRATE #22

The same sweet oranges and grapefruit, and two pounds of largest size pecans...two one-pound sizes of marmalades....one pound each of crystallized fruit and pecan candy.

HALF CRATE DeLUXE #23

Made up of half a crate of the same choice oranges and grapefruit, and one pound of largest size pecans ...one pound of marmalade...and one pound of crystallized fruit and pecan candy.

Here are the prices by EXPRESS PREPAID to states east of the Wississippi, or bordering on it:

100-lb. Super DeLuxe Crate.....\$17 100-lb. DeLuxe Special Crate....\$14 50-lb. DeLuxe Crate.....\$7.50



### CAMELLIAS

3" pot size plants, ready to shift into 5" pots -- plants 12" to 20" tall. We will send 20% Pink Perfection, and the balance of named Varieties of our selection.

Per 100 ..... \$40